

Message Text

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PAGE 01 ZAGREB 00839 121515Z

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ACTION EUR-25

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AMEMBASSY BELGRADE

UNCLAS ZAGREB 0839

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT: ZAGREB FALL FAIR OPENING AND VISIT TO US PAVILION

1. 1974 ZAGREB INTERNATIONAL FALL FAIR OFFICIAL OPENING SEPTEMBER 12 ATTENDED BY PRIME MINISTER DZEMAL BIJEDIC, REPRESENTING PRESIDENT TITO, AND NUMEROUS FOREIGN AND YUGOSLAV REPRESENTATIVES. US DELEGATION LED BY AMBASSADOR TOON AND PRESIDENT FORD'S PERSONAL REPRESENTATIVE TO FAIR, MAYOR LYMAN PARKS OF GRAND RAPIDS, MICHIGAN.

2. US PAVILION AMONG THE FIRST EXHIBITIONS VISITED BY PRIME MINISTER, WHO WAS WELCOMED AND ESCORTED THROUGH US EXHIBITION BY AMBASSADOR TOON, MAYOR PARKS AND EXHIBIT DIRECTOR URSINO. OFFICIAL PARTY VIEWED "TECHNOLOGY FOR AMERICAN HOME" WITH SPECIAL INTEREST. MEMBERS OF OFFICIAL PARTY STATED MUCH INTEREST IN EXHIBIT AND VOICED DESIRE TO VIEW IN MORE DETAIL LATER. PRIME MINISTER SHOWED PARTICULAR ATTENTION TO WESTINGHOUSE "FUTURE KITCHEN," CRANE PREFABRICATED FIBERGLASS BATHROOM, FRIGIDARE "TOUCH AND COOK" STOVE, AND THE ALLIANCE REMOTE-CONTROL GARAGE DOOR WHICH HE OPERATED.

3. YUGOSLAV PARTY INCLUDED: BORISLAV SEFER, VICE PRESIDENT, UNCLASSIFIED

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PAGE 02 ZAGREB 00839 121515Z

FEDERAL EXECUTIVE COUNCIL; EMIL LUDVIGER, FEDERAL SECRETARY

FOR FOREIGN TRADE; NOVAK PRIBICEVIC, FEDERAL UNDERSECRETARY FOR FOREIGN AFFAIRS; JOSIP VRHOVEC, MEMBER YUGOSLAV PARTY PRESIDENCY; MILKA PLANINC, CHIEF CROATIA'S PARTY; JAKOV BLAZEVIC, PRESIDENT, CROATIA'S PRESIDENCY; BORIS BAKRAC, NIMBER, CROATIA'S PRESIDENCY; IVO PERISIN, PRESIDENT CROATIA'S PARLIAMENT; JAKOV SIROTKOVIC, PRESIDENT, CROATIA'S EXECUTIVE COUNCIL; IVO VRHOVEC, ZAGREB MAYOR; MILAN RUKAVINA-SAIN, PRESIDENT, CROATIA'S CHAMBER OF ECONOMY; AND ZAGREB FAIR GENERAL DIRECTOR ANTUN BORCILO. ALSO ACCOMPANYING PARTY THROUGH EXHIBIT WERE USIA DEPUTY ASST. DIRECTOR MALONE; ZAGREB CONSUL GENERAL WILSON, AND CPAO CATHERMAN.

4. FIRST VISITORS TO PAVILION CAREFULLY EXAMINING DISPLAYS AND LISTENING INTENTLY TO GUIDES' PRESENTATIONS, BEARING OUT CONSENSUS THAT THIS EXHIBIT THEME HOLDS GREAT FASCINATION FOR GENERAL PUBLIC AND THOSE PROFESSIONALLY CONCERNED WITH HOUSING.
WILSON

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